

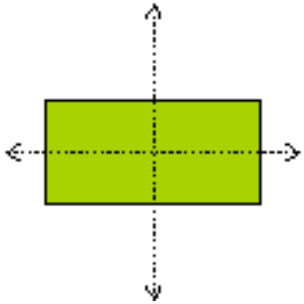
The Principles of Design

DESIGN

to organize the formal elements
into a unified whole

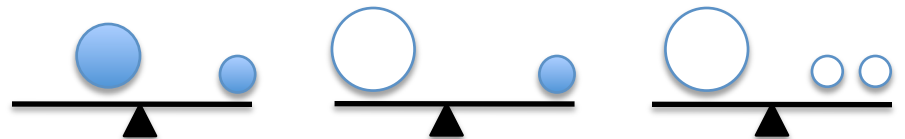
Balance

Visual weight: the 'heaviness' or 'lightness' of a visual form



Symmetrical: two halves of a composition correspond to one another in terms of size, shape, and placement of forms

Asymmetrical balance: balance achieved in a composition when neither side reflects the other.



Radial balance: A circular composition in which the elements project outward from a central core at regular intervals, like the spokes of a wheel.



Taj Mahal, Agra, India, Mughal period, 1632-48



BILATERAL SYMMETRY

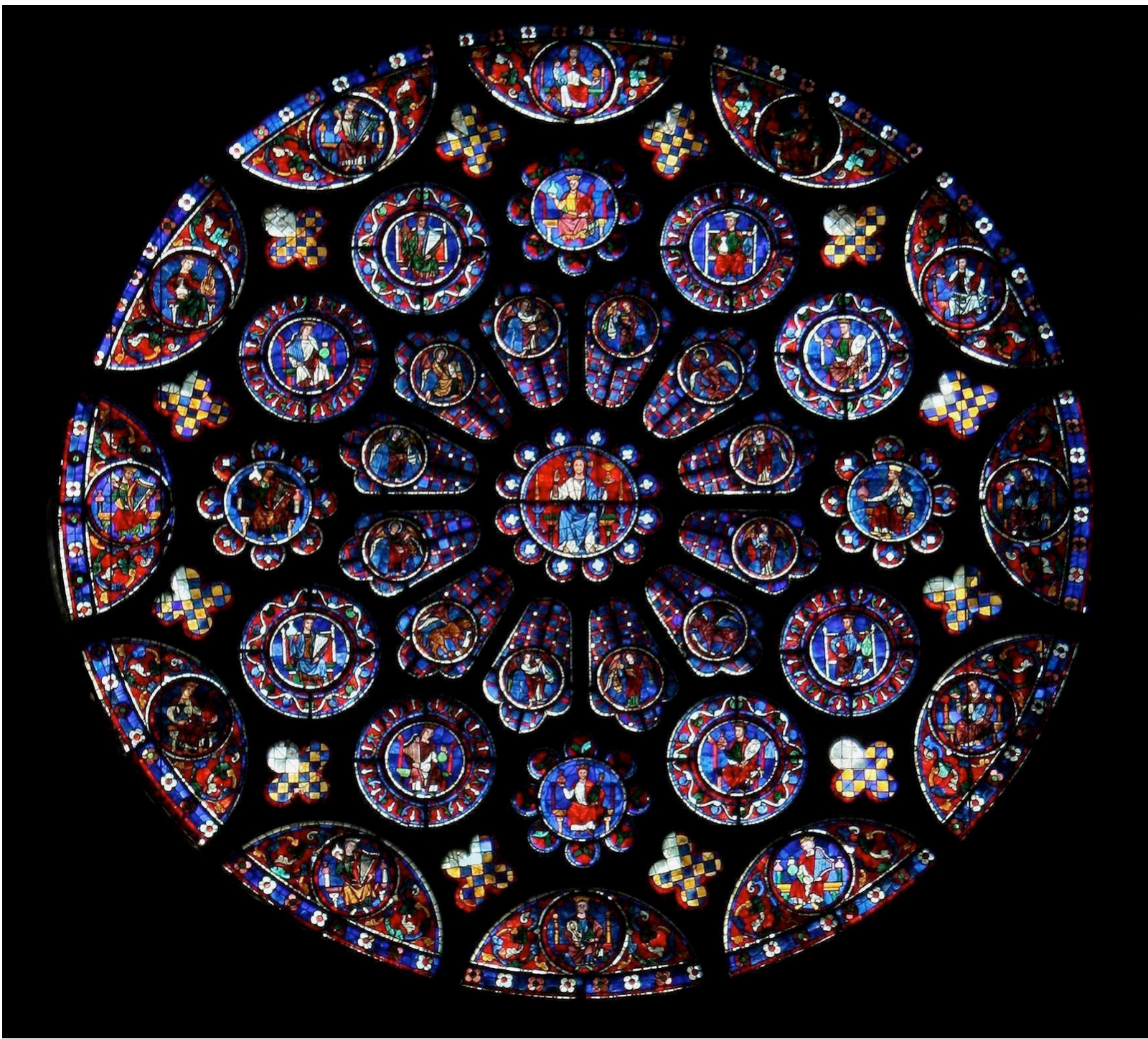
Taj Mahal, Agra, India, Mughal period, 1632-48



Childe Hassam, *Boston Common at Twilight*, 1885-86, oil
on canvas, 42 x 60 in.

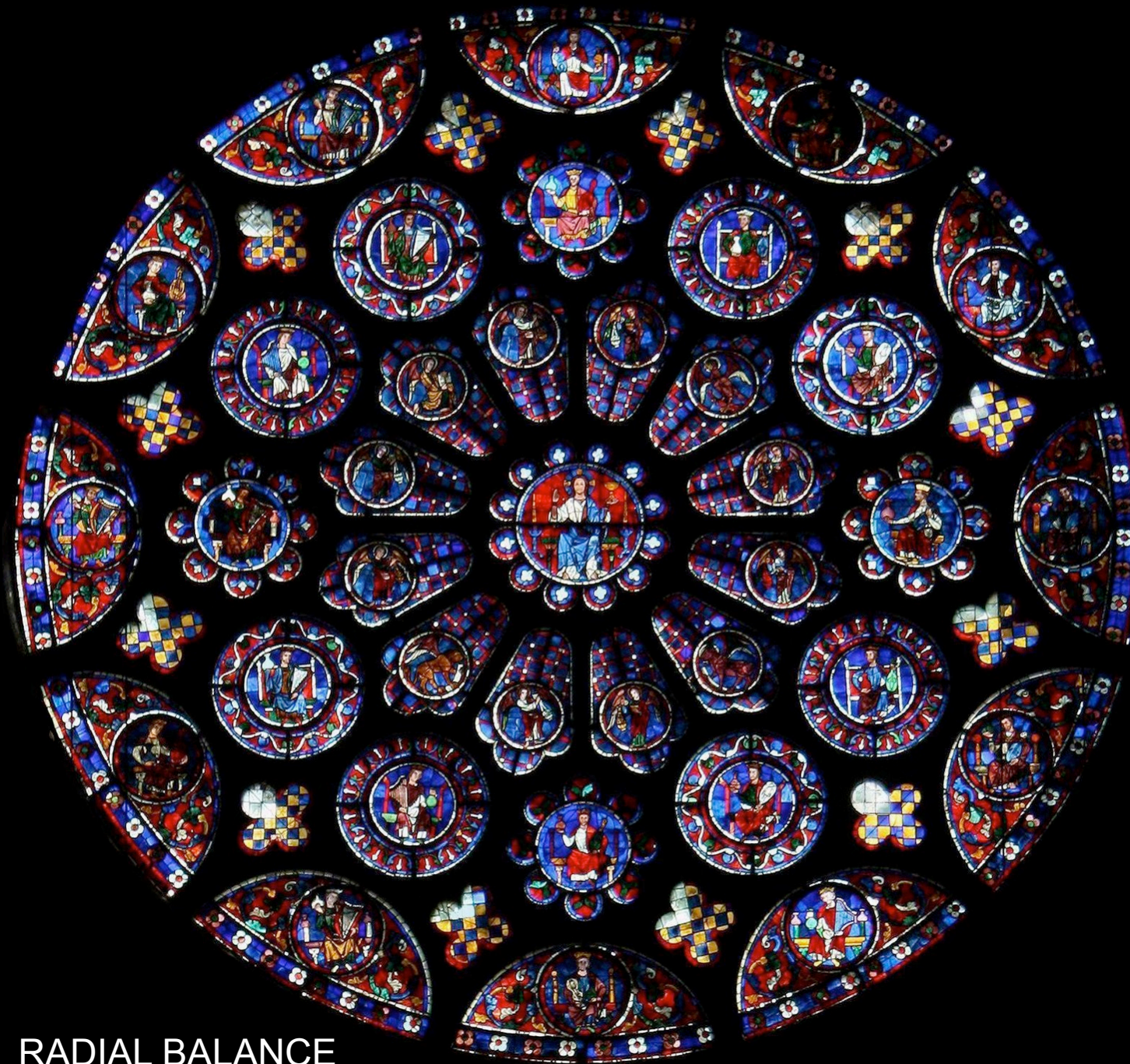


ASYMMETRICAL BALANCE



Rose Window, Chartres Cathedral, 1215

RADIAL BALANCE

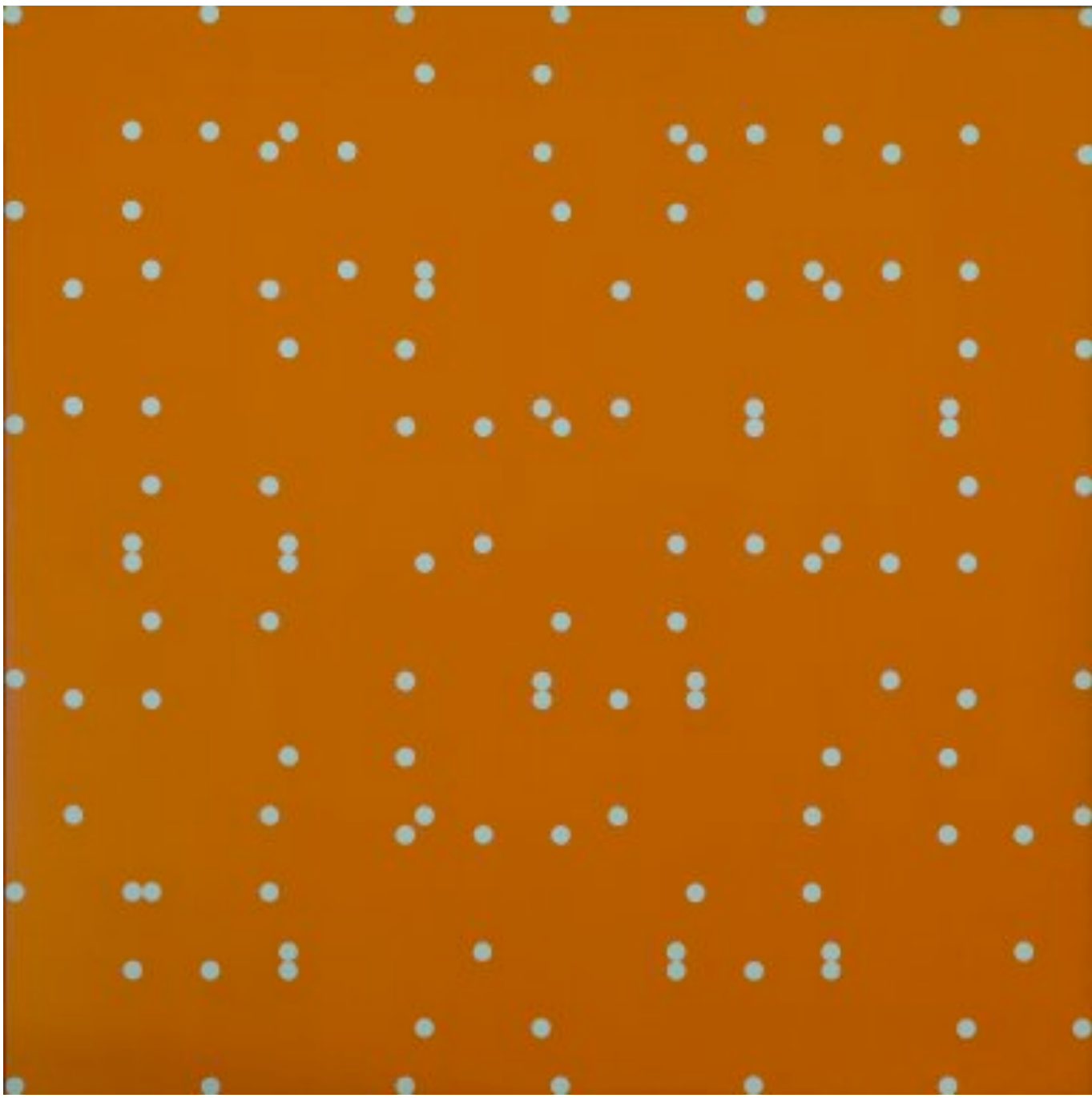


Rose Window, Chartres Cathedral, 1215

Emphasis

Focal point: the center of visual attention

Afocal: a work where no single point of the composition stands out, where the eye can find no place to rest



Larry Poons, *Orange Crush*, 1963, acrylic on canvas, 80 x 80 in.

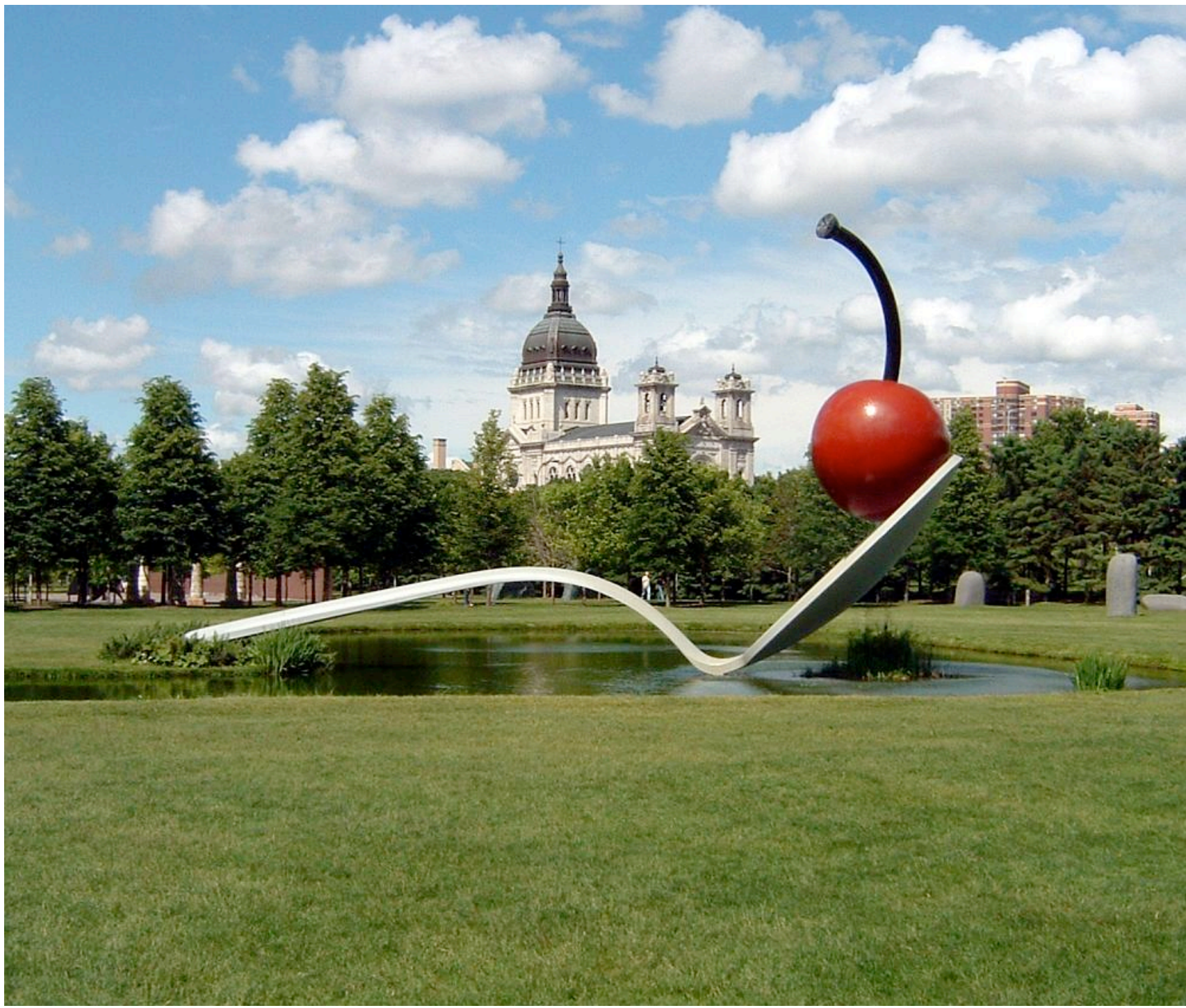
Anselm Kiefer, *Parsifal I*, 1973, oil on paper, 128 x 86.5 in.



Proportion and Scale

Proportion: relationship between parts of an object and the whole, or the relationship between an object & its surroundings.

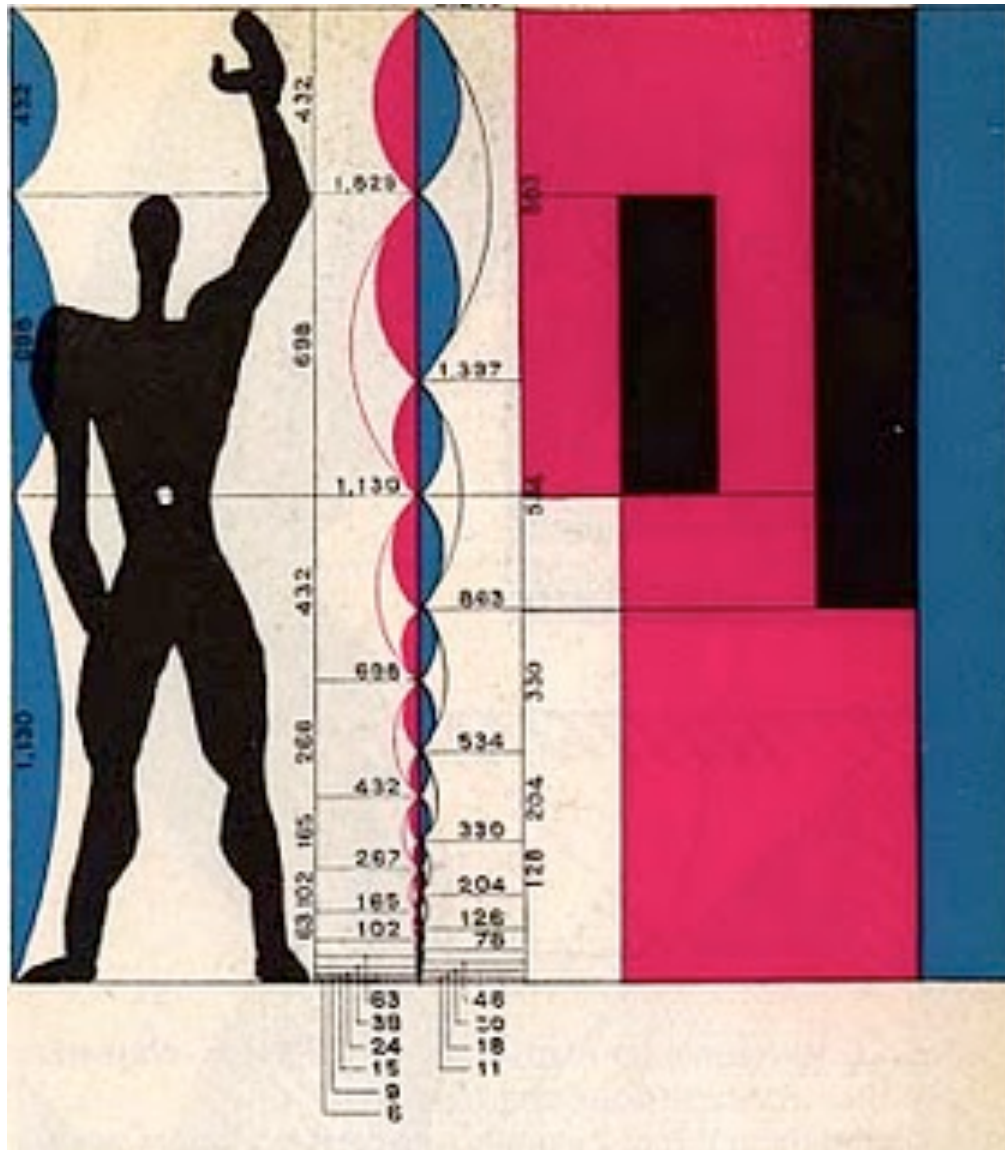
Scale: describes dimensions of an art object in relation to the original object it depicts or in relation to the objects around it.



Claes Oldenberg & Coosje van Bruggen, *Spoonbridge and Cherry*, 1988, stainless steel and aluminum painted with polyurethane enamel, 29.5 ft. x 51.5 ft. x 13 ft.



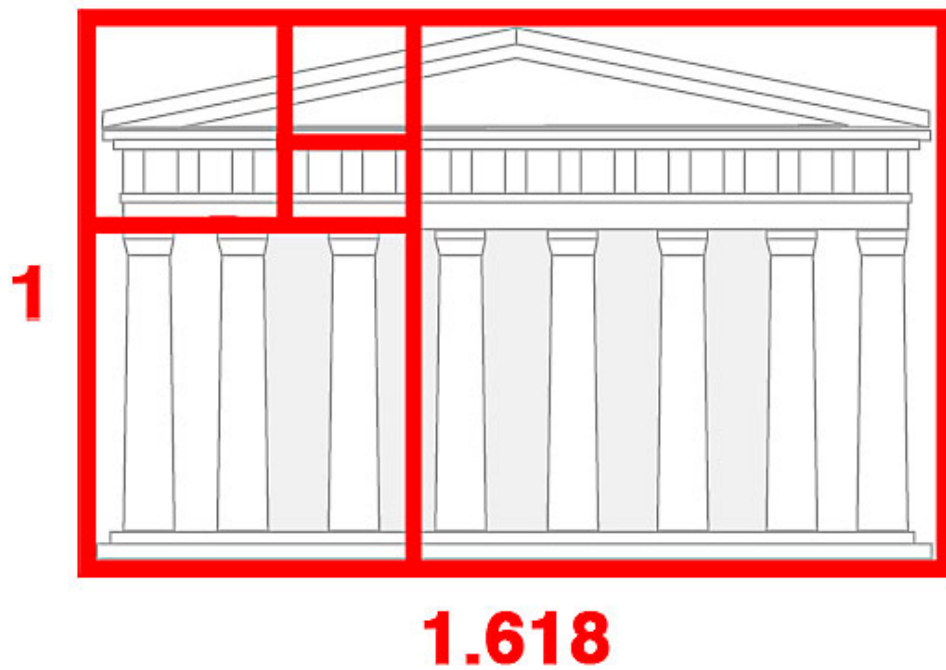
Claes Oldenburg and Coosje van Bruggen, *Shuttlecocks*, 1994, Aluminum, fiberglass-reinforced plastic, paint, 19 ft. x 15 ft.



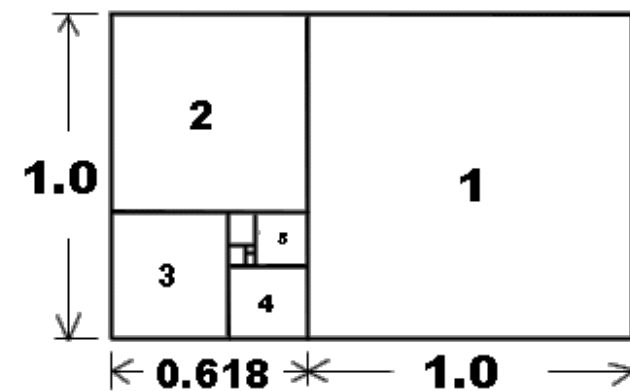
PROPORTION

Le Corbusier, *Le Modulor*, 1948

"range of harmonious measurements to suit the human scale, universally applicable to architecture and to mechanical things."



PROPORTION

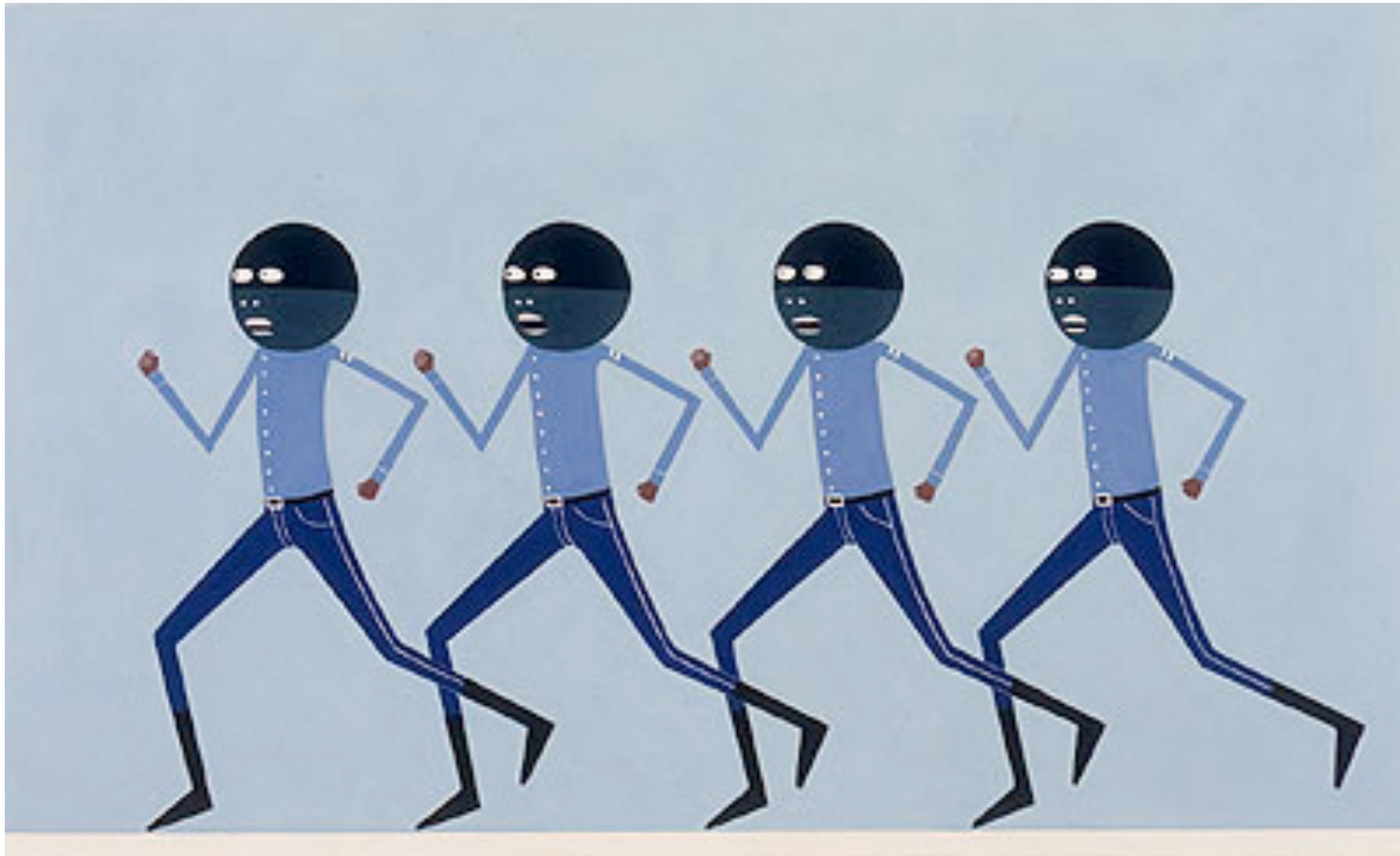


The golden section

RHYTHM & REPETITION: an effect achieved when shapes, colors, or a regular pattern of any kind is repeated over & over.

UNITY & VARIETY: repetition is often used to *unify* the elements of a work. The more varied the parts, the more disjunction, discontinuity, opposition & contradiction we perceive.





Laylah Ali, *Untitled*, 2000, gouache on paper, 13 x 21 in.



Auguste Rodin, *The Three Shades*, 1881-86, cast bronze, 75.5 x 75.5 x 42 inches



James Lavadour, *Blanket*, 2005, oil on board



Louise Lawler, *Pollock and Tureen*, 1984, cibachrome, 28 x 39 in.